



McAfee Partner Security Services

Generate more revenue from small business

Tagline

Generate more revenue from small business

100-, 50-, and 25-Word Descriptions

100 words

McAfee® Total Protection for Small Business offers you an easy-to-use security solution to protect, manage, and upsell small-business customers. As a McAfee SecurityAlliance™ partner, you can become a McAfee Partner Security Services reseller to extend value-added solutions to your small-business customers. With Total Protection for Small Business automatically protecting desktops and servers, you can become your customers' IT professional by monitoring the McAfee SecurityCenter and managing multiple small-business environments. Track infections and vulnerabilities with McAfee's centralized management console, set custom security policies per customer or location, send co-branded customer reports directly from the SecurityCenter, and identify upsell opportunities for new products and services.

50 words

McAfee Total Protection for Small Business offers you an easy-to-use security solution to protect, manage, and upsell small-business customers. As a McAfee SecurityAlliance partner, you can become a McAfee Partner Security Services reseller to extend value-added solutions to your small-business customers.

25 words

McAfee Total Protection for Small Business offers you an easy-to-use security solution to protect, manage, and upsell small-business customers.

Word Blocks

McAfee Partner Security Services—generate more revenue from small business.

- Generate more revenue from small business with value-added services
- Monitor multiple customers via a single management console
- Ongoing revenue opportunity for partners to upsell software as a service
- View customer orders, renewals, and license requirements for improved account management
- Co-branding of reports available within the management console

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Key Messages

Customer key messages—small business

- **Protect yourself automatically**—The solution transparently updates itself daily, without end-user interaction. Hassle-free security minimizes ongoing cost and maintenance
- **Proactive virus, spyware, and firewall protection**—Integrated security in one solution. Immediate scanning to block and defeat viruses, spyware, adware, hacker attacks, and other malware threats before they can install and fully compromise your systems



- **Lower total cost of ownership**—No investment in additional management software or hardware, IT resources, or technical support. Solution updates itself
- **Quick installation for immediate protection**—Easily deploy protection for your company against viruses, spyware, adware, and hacker attacks with a simple Internet download. McAfee provides default security configurations to all systems to provide immediate company-wide security compliance
- **Simplified management and reporting from an integrated, Web-based console**—The McAfee SecurityCenter, an integrated, centralized management and reporting console, provides visibility to statistical reports on viruses, spyware, and hacker attacks, and provides access to customize your security policies
- **Premium technical support**—24/7 Gold Technical Support available for inquiries by e-mail and phone to keep your small business up and running
- **Affordable protection**—Unique, all-in-one solution, with leading McAfee technology, at a small business price

Channel partner key messages

- **Generate more revenue from small business**—Join the McAfee Partner Security Services program and provide your small-business customers with value-added services to manage and monitor their security environments. Create an ongoing revenue stream from selling an integrated security solution along with your value-added services
- **Visibility 24/7**—Monitor your small-business customers' threat protection reports and generate additional revenue and upsell opportunities. View customer orders, renewals, and license requirements for improved account management
- **No inventory to hold**—Make more money without additional stocking, shipping, or support costs
- **Easy sales, shorter cycles**—Spend less time on sales calls by providing an immediate, automated small-business solution. Be faster to market and increase your sales volume
- **High renewal rates**—High customer satisfaction praise, which in turn offers our partners high renewal rates year after year
- **High customer retention**—Keep your customers and expand your small-business opportunities with McAfee Partner Security Services